

**7 HSW AIA Learning Units**  
**7 Clock Hours approved by DOL**

## **Green Building Values & Vision: Driving Down the Cost of LEED™**

**Thursday, October 16, 2003**  
**The Mountaineers Building**  
**300 Third Avenue West (Lower Queen Anne)**  
**Seattle, Washington**  
**8:00 am - 5:00 pm (check in at 7:30am-8:00am)**

Effective implementation of green building strategies can create significant savings of building operation and maintenance costs; reduce energy, water and material costs; and increase occupant health and productivity. Achievement of these benefits can be greatly facilitated by the use of LEED as the organizing framework for design. Improperly applied however, the LEED system can add cost without adding corresponding value to the client.

The goal of this seminar is to educate building professionals on how to identify sustainable building strategies and benefits, set clear design targets, and analyze cost benefit equations. The seminar explains goal setting, team integration, scheme development, systems optimization and life cycle analysis issues, creating a blueprint for economically feasible green building and LEED.

Having experience on over 50 LEED projects, Paladino and Company will join with experts in the Seattle sustainable design community, describing cost effective green building strategies employed on their own projects. Representatives from Mahlum Architects, KEEN Engineering, the City of Seattle-Office of Sustainability and the Environment, The Portico Group, The Lighting Design Lab, 2020 Engineering and Paladino and Company will present technical discussions, exercises and case studies.

Seminar attendees will receive a useful handout containing tools, presentation notes and resources about managing cost effective sustainable LEED buildings.

### **8:00-10:15 Green Building Economics**

**Presented by Paladino and Company, Inc.**

Issues of sustainability are redefining how building design and construction is evaluated. This seminar begins with a discussion of the fundamentals of cost benefit analysis. With this basic methodology green building challenges become opportunities for the building industry to have a positive impact on the environment, be economically profitable, and care for the health and wellbeing of building inhabitants. Participants will be able to explain why a green building by definition always has a lower total cost of ownership than conventional design.

**Topics covered:**

- Green building value and benefits
- Life cycle analysis
- EXERCISE: Systems card game

### **10:30-12:00 Integrated Design**

**Presented by Paladino and Company, Mahlum Architects, KEEN Engineering**

Thoughtful design leads to solutions that are inherently cost effective. The best strategy for driving down the cost of green building and LEED certification is a high level of design integration. This means the project owner must make a strong commitment to high performance design at the beginning of the project. Each team member must closely coordinate with other design disciplines, continuously responding to design evolutions and iterations. LEED serves as the benchmark that drives the team and assesses progress towards effective green design.

**Topics covered:**

- Efficient delivery (goals, programming, team schedule)
- Cost shifting (multiple duty out of building elements)
- CASE STUDY: Seminar II Building, The Evergreen State College

### **12:45-3:45 Maximizing Value with LEED**

**Presented by Paladino and Company, The Portico Group, KEEN Engineering, 2020  
Engineering, The Lighting Design Lab**

Certified LEED projects give the best picture of what can and cannot be implemented in a cost effective manner. Looking at what other projects have done helps understand which LEED credits are easily attainable, which credits represent a higher degree of difficulty and cost, and which credits to focus on using cost benefit analysis.

**Topics covered:**

- Value – the benefit cost ratio test
- The LEED slam dunk scorecard
- Case study: Happy Hollow Park and Zoo

### **4:00-5:00 The Triple Top Line**

**Presented by Paladino and Company, City of Seattle-Office of Sustainability**

The long-term vision of sustainability creates buildings that economically join the highest regard for our quality of life with the least effect on the environment. As organizations shift to a green approach, new measures of success are being defined. The seminar closes with examples of the triple top line – where people, planet and prosperity goals are aligned in a holistic format.

**Topics covered:**

- Total cost of ownership
- CASE STUDY: Seattle Performance Evaluation Program
- Conclusion

## The Presenters

### Paladino and Company, Inc.

Paladino & Company<sup>1</sup> is an industry leading green building consulting firm. The company wrote the technical reference manual against which all industry projects are measured, the LEED™ Reference Guide. Between its three key product lines: Team Green, Green Programs and Green Tools, the company offers clients integrated solutions tailored to help them achieve their sustainability goals and uphold the LEED Green Building Rating System™ standards set forth by the U.S. Green Building Council. Paladino's proven approach for green building strategies has been adopted across the commercial office, retail, banking and higher education and military sectors of the industry. The company is based in Seattle and was founded in 1994. Representatives from Paladino and Company include Tom Paladino, Mark Frankel, Marni Evans and Brad Pease.

Please visit our website at [www.paladinoandco.com](http://www.paladinoandco.com).

## Invited Experts

**Mahlum Architects**

Anne Schopf

**The Portico Group**

Dennis Meyer

**KEEN Engineering**

Paul Anseeuw

**The Lighting Design Lab**

Joel Loveland

**2020 Engineering**

Chris Webb

**City of Seattle**

Richard Gelb, Lucia Athens

---

<sup>1</sup> Paladino, Team Green, Green Programs and Green Tools are trademarks of Paladino & Company, Inc., all rights reserved. All other trademarks are the properties of their respective owners.

Continuing Professional  
Education Program  
University of Washington  
College of Architecture and Urban Planning

**Green Building Values & Vision:**  
Driving Down the Cost of LEED™  
Thursday, October 16, 2003

**Thursday, October 16, 2003                      8:00 am - 5:00 pm      (check in at 7:30am-8:00am)**  
**The Mountaineers Building                      7 HSW LU's • 7 Clock Hours Approved by DOL**  
**300 Third Avenue West (Lower Queen Anne)                      Seattle, Washington**  
**The cost is \$300 and includes tuition, handouts, refreshments and lunch.**

**Please Type or Print:**

Name \_\_\_\_\_

Highest Degree \_\_\_\_\_

Address ( \_\_\_\_ Home \_\_\_\_ Work) \_\_\_\_\_

City \_\_\_\_\_

Firm Name \_\_\_\_\_

Daytime Phone ( \_\_\_\_ Home \_\_\_\_ Work) \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Total Paid \_\_\_\_\_

Complete and return this form to the College of Architecture and Urban Planning, Continuing Professional Education, Box 355726, University of Washington, Seattle, WA 98195. Checks can be made payable to the University of Washington. To make payment by Visa or Mastercard, please contact Lyn Firkins at (206) 685-8222 or fax at (206) 543-2463.

**Building Location • Parking • Metro** The Mountaineers Building is located at 300 Third Avenue West, several blocks west of Seattle Center on lower Queen Anne. Self-serve parking lots are within walking distance of the facility. Check the metro trip planner at [www.metrokc.gov](http://www.metrokc.gov) for bus routes and times.

**Refund • Cancellation Policy** If you register but cannot attend, you may send someone in your place or request a refund less \$25 by submitting a written request to the College of Architecture and Urban Planning Office of Continuing Professional Education one week prior to the seminar. If the seminar is cancelled, all fees will be refunded in full. Additional costs incurred by the registrant are the responsibility of the individual.

For information about current and future seminars visit [www.caup.washington.edu/cpe/](http://www.caup.washington.edu/cpe/).

**Questions? Contact Lyn Firkins at (206) 685-8222 or e-mail at [jasper@u.washington.edu](mailto:jasper@u.washington.edu).**

**Paladino and Company, Inc.** • The Portico Group • KEEN Engineering • Mahlum Architects • The Lighting Design Lab • 2020 Engineering • City of Seattle-Office of Sustainability